

GIORGIO ARMANI

Armani Hotel Milano to open on 10th November 2011

- The official opening of the second hotel in the Armani Hotels & Resorts portfolio
 - Bookings can be made online at: <http://www.armanihotels.com>

Milan, 6th September 2011 – The Armani Group and Emaar Properties PJSC are pleased to announce that the official opening of Armani Hotel Milano, the second hotel in the Armani Hotels & Resorts portfolio, is scheduled for 10th November 2011.

Exclusively situated in the Manzoni 31 building, right at the heart of the prestigious *Quadrilatero della Moda*, Armani Hotel Milano embodies, in all its facets, Giorgio Armani's personal aesthetic philosophy, which is based on the signature qualities of elegance, sophistication and comfort.

Bookings can be made online at: <http://www.armanihotels.com>.

Armani Hotels & Resorts was established in 2005 under an agreement between Giorgio Armani S.p.A. and Emaar Properties, with the objective to develop, own and operate an exclusive collection of hotels, resorts and residences in the world's most important cities and holiday destinations. The first hotel is in Burj Khalifa, the world's tallest building, developed by Emaar Properties within its flagship project, Downtown Dubai. The **Armani Hotel Dubai** includes 160 guest rooms and suites, several restaurants and a spa, and covers more than 40,000 square meters. Alongside the hotel, Burj Khalifa offers 144 luxury residential apartments, all designed by Giorgio Armani and fully furnished with a specially designed line of products from the Armani/Casa home furnishings collection.

The **Giorgio Armani Group** is one of the leading fashion and luxury goods groups in the world today, with over 5,300 direct employees and 12 factories. It designs, manufactures, distributes and retails fashion and lifestyle products, including apparel, accessories, eyewear, watches, jewellery, fragrances and cosmetics, and home furnishings, under a range of brand names: Giorgio Armani Privé, Giorgio Armani, Emporio Armani, Armani Collezioni, AJ | Armani Jeans, A/X Armani Exchange, Armani Junior and Armani Casa. The exclusive distribution network of the Group comprises 650 stores worldwide (directly owned and freestanding third-party): 87 Giorgio Armani boutiques, 2 Giorgio Armani Accessory boutiques, 196 Emporio Armani stores, 33 Armani Collezioni stores, 202 A/X Armani Exchange stores, 21 AJ Armani Jeans stores, 12 Armani Junior stores and 29 Armani/Casa stores, in 46 countries.

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer with a significant presence in key markets world-wide. Besides building residential and commercial properties, the company also has proven competencies in shopping malls & retail, hospitality & leisure and financial services sectors. Emaar inaugurated Burj Khalifa, the world's tallest building, and has opened The Dubai Mall, the world's largest shopping and entertainment destination. In Saudi Arabia, Emaar is developing King Abdullah Economic City, the region's largest private sector-led project in Saudi Arabia, featuring a Sea Port, Central Business District, Industrial Zone, Educational Zone, Residential Communities and Resort District. Emaar has joined hands with Giorgio Armani to strengthen its presence in hospitality. For more information, visit www.emaar.com.

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